

New Bedford Harbor Superfund Site **Fish Smart Campaign**



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US Environmental Protection Agency

New Bedford Harbor

- Encompasses 18,000 acre urban estuary
- Added to NPL in '83
- 900,000 cubic yards PCB-contaminated sediment to be removed



Contamination Levels: *How bad is bad?*

- PCB Contamination levels: highest 200,000 parts per million
- Put into perspective: Cleanup Standards
 - 1 ppm residential
 - 10 ppm upper harbor subtidal mud flats
 - 25 ppm intertidal recreational
 - 50 ppm harbor

Site Challenges

- PCB-contaminated seafood 40 times higher than Superfund risk thresholds
- Unenforceable fishing ban
- Four impacted municipalities
- Fishing is important to the area
- Lengthy cleanup process

How to Protect Human Health Now?

- Goal:
 - No consumption of New Bedford Harbor Seafood
- How to achieve?
 - With no enforcement mechanisms it comes down to changing human behavior

Changing Human Behavior

1st Get People's Attention

2nd Inform Them

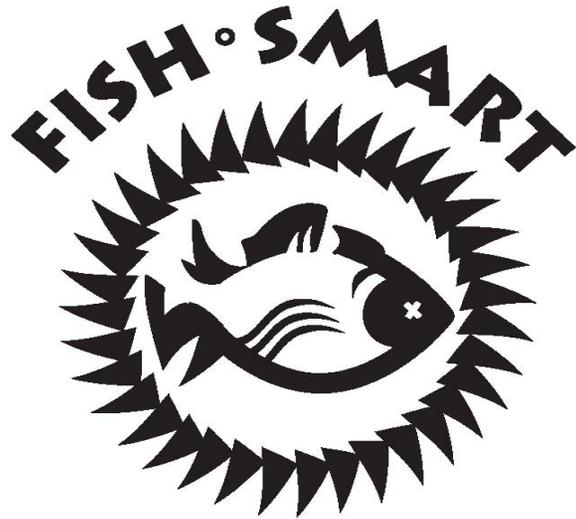
3rd Modify Behavior

Behavior Influences

Children

- Influence adults directly with message about their children
- Influence children and their own actions with direct message to them
- Indirectly influence adults by message directed to children which they in turn bring back to adults

Fish Smart Campaign



Designed to raise people's awareness of health risks from eating PCB contaminated seafood

Targeted Audience

- General Fishing Population
- Women of Child-Bearing Age
- Children

Fish Smart Tools

- Fishing Map
- No Fishing Signs
- Posters
- Leaflets
- Dr. Tip Cards
- Tri-lingual Brochure
- Teachers' Curriculum Resource Book

Fish Smart Partners

State Regulators

- Mass DEP and MA DPH

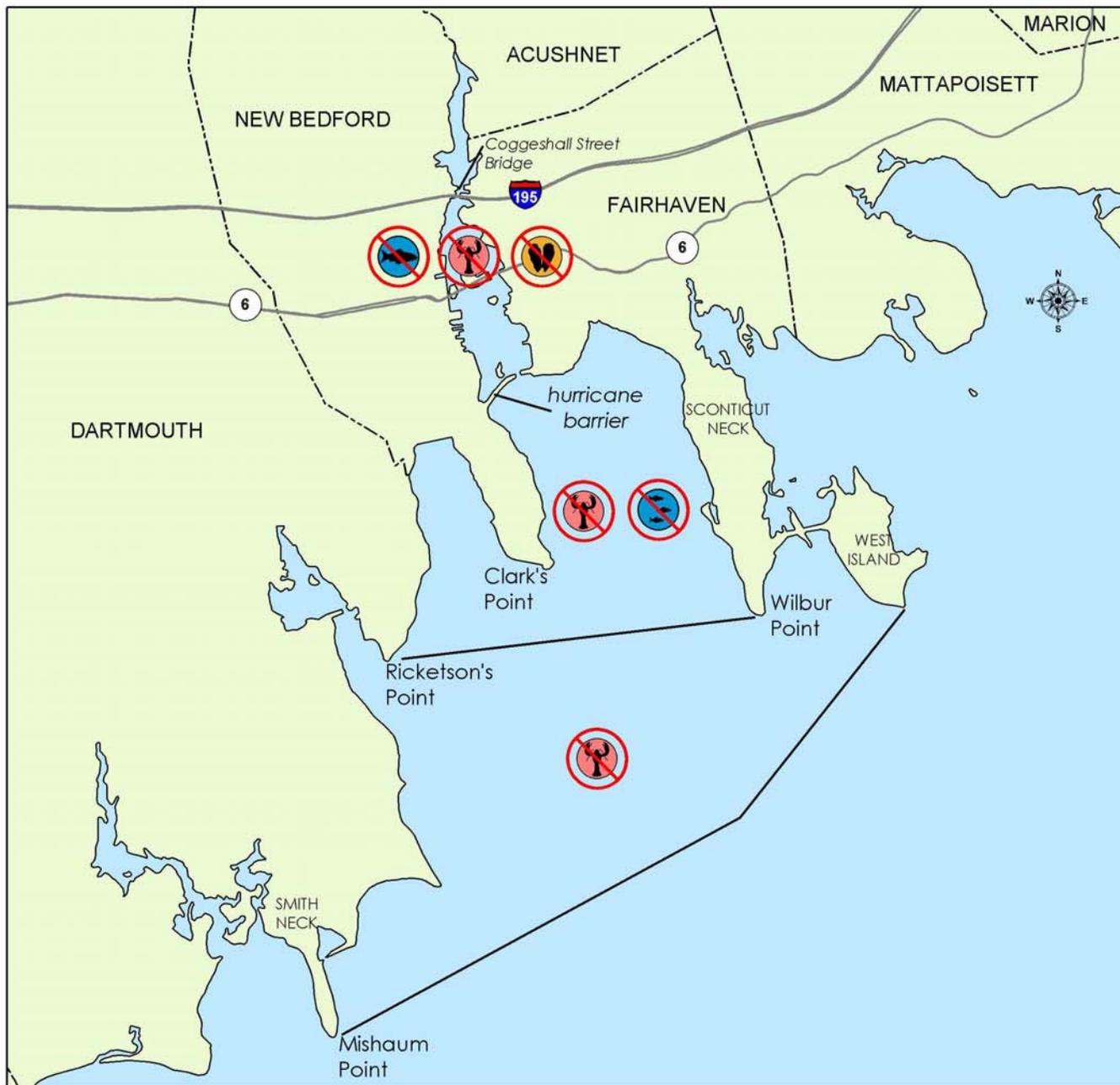
Local Partners:

- Educators
- Environmental groups
- Medical providers
- Social service providers
- Marinas & bait shops

General Fishing Population

- Mass mailing
- Materials at area marinas & bait shops
- Developing a poster for use at marinas & bait shops
- Materials at Immigrants Assistance Center

Fish Smart ... Read This Chart !



-  Don't eat any fish
-  Don't eat any lobster
-  Don't eat any shellfish
-  Don't eat any bottom fish (flounder, scup, tautog and eel)

Fish Smart—Use this Chart



Fish Smart-Use this Chart

¡Pesque con cabeza! Utilice esta gráfica
Pesque esperto-Use este mapa

- | | |
|--|--|
|  Don't eat any fish
No coma pescado
Não coma peixe |  Don't eat any bottom fish:
No coma pescado de fondo:
Não coma peixe de fundo: |
|  Don't eat any lobster
No coma langosta
Não coma lagosta | <ul style="list-style-type: none"> • flounder • tautog • linguado • tautoga • solha • badião de ostra |
|  Don't eat any shellfish
No coma mariscos
Não coma mariscos | <ul style="list-style-type: none"> • scup • eel • sargo • anguila • sargo • anguila |

Map Produced by The US EPA, New England GIS Center
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New Bedford Harbor & PCB Contamination



A Fisherman's Guide

Contaminación con PCB (bifenilos policlorinados) en el puerto de New Bedford:

Guía para pescadores

Porto de New Bedford & Contaminação de PCB (Terfenilo policlorado)

Um guia para os pescadores



March 2004

EPA United States
 Environmental Protection
 Agency New England



Women of Child-Bearing Age

- WIC Office
- Medical Grand Rounds
 - Local hospital
 - Area health center
 - Area OB-GYNs

For Mothers and Mothers-to-Be:

English



Fish Fact

Most fish are safe and healthy for you and your family to eat, but some are not. Some fish have chemicals that can harm you, your baby or young children.



Tips for Healthy Eating

- When fishing, DO NOT EAT the fish, shellfish or lobster caught in the areas shown on the map. They have harmful chemicals called PCBs in them.
- DO NOT FEED it to your young children: the chemicals could harm them.
- When you buy seafood or if someone gives it to you, ask where it came from.

Fish Smart—Use this Chart



CAUTION:
Do not eat fish,
shellfish or lobster
caught in the closed areas of
New Bedford Harbor:

they have chemicals in them
that can harm you, your baby
and young children.

If you have any questions about what fish are safe to eat, you should ask your doctor, nurse, a WIC provider, the local Health Department at 508-991-6284, or the U.S. Environmental Protection Agency toll-free at 1-888-372-7341.



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Are your patients at risk from eating fish?

PCB Facts

New Bedford Harbor is heavily contaminated with PCBs.



Eating large amounts of fish or shellfish containing PCBs may cause adverse health effects including: liver and immune system damage; neurological, developmental and reproductive effects; and cancer.

Tips for Patients



Advise pregnant women, those who may become pregnant, nursing mothers and young children **not to eat** seafood caught from New Bedford Harbor (see closed areas map on reverse).



Advise women of child bearing age that they can safely eat 12 ounces of cooked fish per day from a store or restaurant.

For more information, call the U.S. Environmental Protection Agency at 1-888-372-7341 ext.81403



EPA

United States
Environmental Protection
Agency New England





Fish Smart—Use this Chart

-  Don't eat any fish
-  Don't eat any lobster
-  Don't eat any shellfish
-  Don't eat any bottom fish:
 - flounder
 - tautog
 - scup
 - eel

Map produced by the U.S. EPA New England OLC Center
31 May 2003



Children

Two Day Teachers' Training

- Course included: field work, presentations, resource fair, tour of dewatering facility



Teachers' Training



- Call Back Session:
 - Required prepared lesson plans
 - Teachers in small groups developed biomagnification lesson plans

Children

- Educational Opportunities through:
 - SeaLab, New Bedford Whaling Museum, UMASS at Dartmouth, Lloyd Center for the Environment
- Research Vessel: 5 wk course.
 - Will train the trainers

Other Opportunities

- To-Do:
 - Bus Station/buses: posters
 - Public Housing: posters
 - Community centers citywide: posters
 - Public Service Announcements all media
 - Permanent display at SeaLab
 - Engage new partners

New Bedford Harbor Superfund Site



www.epa.gov/ne/nbh/